



HARNESSING THE POWER OF ATOMIC HABITS

JAMES CLEAR

- FOUNDER, HABITS ACADEMY
- BEST-SELLING AUTHOR

The Aggregation of Marginal Gains

- One percent improvements can be the pathway to unlocking elite levels of success.
- Excellence is not about radical changes, but about accruing small improvements over time.
- Choices add up.
- What starts out small and relatively easy to dismiss on any given day turns into something much greater over time.

The Power of Habits (7:15)

- We're all just following our habits.
- Habits are a double-edged sword. They can either build you up, or they can cut you down.
- Be the architect of your habits and not the victim of them.
- Habits are the compound interest of self-improvement.
- Time will magnify whatever you feed it.

Emphasize Trajectory Rather than Position (8:30)

- Stop worrying so much about your current position and instead focus more on your current trajectory.
- If you're on a good trajectory, all you need is time.



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The Problem of Systems (9:15)

- If one-percent changes matter, why don't we make them more often?
- We think if you really wanted it, then you would do it.
- Most people genuinely do want to improve.
- If you're struggling to improve, the problem isn't you. The problem is your system.
- You do not rise to the level of your goals. You fall to the level of your systems.
- Your goal is your desired outcome.
- Your system is the collection of daily habits that you follow.
- If there is ever a gap between your desired outcome and your daily habits, your daily habits will always win.
- Your current habits are perfectly designed to deliver your current results.
- Fix the inputs, and the outputs will fix themselves.
- It's up to you to decide what you want your goals to be.
- It's about alignment between your desired outcome and your daily habits.



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The Four Stages to Habit Formation (12:30)

- Cue — a trigger that tells your brain to initiate a habit
- Craving — the prediction that compels you to act
- Response — the actual habit you perform
- Reward — the result that satisfies your craving

The Four Laws of Behavior Change (15:30)

- Cue — Law 1: Make it obvious.
- Craving — Law 2: Make it attractive.
- Response — Law 3: Make it easy.
- Reward — Law 4: Make it satisfying.

Breaking a Bad Habit (16:45)

- Cue — Law 1: Make it invisible.
- Craving — Law 2: Make it unattractive.
- Response — Law 3: Make it difficult.
- Reward — Law 4: Make it unsatisfying.



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Law 1: Make It Obvious (17:30)

- One of the most overlooked drivers of your habits is your physical environment.
- Walk into the spaces where you spend most of your time each day and ask yourself, “What is this space designed to encourage?”
- If you want a habit to be a big part of your life, you need to make the cue a big part of your environment.

Law 2: Make It Attractive (20:15)

- Commitment devices change how attractive a particular habit seems to you.
- People don’t consistently stick to positive habits in a negative environment.

Law 3: Make It Easy (22:30)

- The two-minute rule is to take whatever habit you’re trying to build and scale it down to something that takes two minutes or less to do.
- Master the art of showing up.
- A habit must be established before it can be improved.
- You need to standardize before you optimize.
- The hardest step is the first one.

Law 4: Make It Satisfying (25:00)

- Make your progress visual.



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Identity-Based Habits (25:30)

- It's not just about little habits. It's about believing something new about yourself.
- True behavior change is identity change.
- Once a habit is part of your identity, it's easier to follow through.
- Get to a point where you take pride in that aspect of your identity.
- Every action you take is a vote for the type of person you wish to become.
- Rather than "fake it till you make it", let the behavior lead the way.
- How can you get one percent better today?